



CONFERENCE

IMPROVING CUSTOMER SERVICE WITH A ONE- STOP ENROLLMENT MODEL

June 10 - 12, 2013
Phoenix, AZ



ai ACADEMIC
IMPRESSIONS



OVERVIEW

Institutions that have successfully adopted one-stop models have reported increases in student satisfaction and retention. If you are considering a one-stop model on your campus, you must first carefully consider the academic, registration, and financial service transactions that will need to be blended, as well as your institutional space and resource limitations.

Utilizing a planning template that you will complete throughout the conference, our team of expert faculty will share advice, tips, and real-world examples of considerations for a one-stop model, including:

- How to understand your current student contact data and use this to redesign your business processes
- How to manage key messages to staff for maximum support and buy-in
- Ideas for change management for front-line staff
- The physical space considerations for an effective one-stop model
- How to assess quality and return on investment for a one stop

LEARNING OUTCOME

After attending this event, you will be able to improve student service on your campus using a one-stop service model.

WHO SHOULD ATTEND

Institutional leaders and practitioners who are considering adopting a one-stop model or are in the redesign phase of their one-stop implementation will benefit from this event. Institutional teams from enrollment, financial services and financial aid, academic advising, and the registrar's office are encouraged to attend.

Attend one of our most highly rated annual conferences to learn how you can improve customer service by implementing a one-stop approach on your campus.

**DID YOU KNOW?**

The registration fee for this conference includes access to the recording of our April 16, 2013 webcast *Bringing One-Stop Services to Students Across Campus*. When you register for the conference, your institution will receive complimentary access to the on-demand download of this webcast recording.

For more information on the included event, please click here.

<http://www.academicimpressions.com/webcast/bringing-one-stop-services-students-across-campus>

YOU MAY ALSO ENJOY

Moving Toward a One-Stop Student Success Center

<http://www.academicimpressions.com/conference/moving-toward-one-stop-student-success-center>

Join us March 11 - 13, 2013 in St. Louis to learn how you can take the same one-stop approach and apply it to student success support services such as advising, career services, tutoring, etc.

TESTIMONIALS

“This one-stop planning conference was extremely valuable in helping us anticipate the questions we need to answer, establish a plan for answering them, hear from experienced and knowledgeable experts, and visit an exemplar.”

- Chris Manaseri, Dean of Student Services, Leeward Community College

“I really enjoyed our conversations about a one stop because they also involved talking about student success and first-rate customer service. Bravo!”

-Barry Taylor, Director of Undergraduate Admissions, Florida International University

“Great conference and excellent speakers. Lots of ideas to take back.”

-Karen Clearwater, Associate Vice President of Financial Planning, University of Lethbridge



AGENDA

MONDAY, JUNE 10, 2013

- 8:00 - 9:00 a.m.** Registration and continental breakfast (included in registration fee)
- 9:00 - 9:15 a.m.** Opening comments and faculty introductions
- 9:15 - 10:30 a.m.** Why Choose a One-Stop Model?
During this introductory session, faculty will share three differing perspectives on why they decided to implement a one-stop center at their institutions. They will introduce the models they chose and discuss some of the assumptions (both true and false) they made before they began their planning processes. During this session, you will be introduced to a draft one-stop planning template and will begin to work on your institutional plan.
- 10:30 - 10:45 a.m.** Break
- 10:45 a.m. - 12:30 p.m.** Getting Started: Envisioning Change
In order to plan a one-stop center, you will first need to consider process changes to both your operation and your personnel. During this session, faculty will help you understand and facilitate business process redesign. They will also help you understand your current student contact data (walk-ins, appointments, phone calls, etc.) so that you can modify processes and job descriptions for improved customer service.
- 12:30 - 1:45 p.m.** Lunch (included in registration fee)
- 1:45 - 3:15 p.m.** Using Technology to Improve Customer Service
Technology can help you build a platform for successful customer service and assess the results of your one-stop implementation. During this session, you will review various ways to use technology to meet your service goals. In addition, you will learn how to bring more of your services online using technology.
- 3:15 - 3:30 p.m.** Break
- 3:30 - 5:00 p.m.** Human Resources, Part 1
Resistance to change can damage or derail a one-stop implementation. Employees and supervisors are often apprehensive about their changing roles and potential move to new physical space. During this session, you will learn techniques for change management and how to manage key messages to staff for maximum support and buy-in.
- 5:00 - 6:00 p.m.** Networking reception (included in registration fee)



AGENDA

TUESDAY, JUNE 11, 2013

8:30 - 9:00 a.m. Continental breakfast (included in registration fee)

9:00 - 10:30 a.m. Human Resources, Part 2: Training
Once your front-line staff are on board, you will need to cross-train them in new processes for optimal efficiency. This session will help you identify learning needs and design a training program that ensures your one-stop center is successful. Topics you will explore include: developing a core curriculum, developing job categories and classifications, implementing the new training plan, and ensuring good customer service.

10:30 - 10:45 a.m. Break

10:45 a.m. - 12:15 p.m. Physical Space Considerations
What space do you have available? Are you building a new structure or remodeling existing space? How many service areas will you be combining? Will any services be moved online? In this session, faculty will help you answer questions you have about physical space redesign and logistics. After the presentation, you will work on your own unique space redesign project.

12:15 - 1:45 p.m. Lunch (included in registration fee)

1:45 - 5:00 p.m. Site Visit: Tour the One-Stop Centers at GateWay Community College and Phoenix College
Join us for this tour of the one-stop centers at GateWay Community College and Phoenix College to see firsthand the implementation of some of the ideas about space and process redesign you reviewed earlier in the conference. GateWay and Phoenix are both a part of the Maricopa County college system that has made the implementation of a one-stop center a priority for customer service. In addition to hearing about how GateWay transitioned to a one-stop shop from a converted car dealership, you will tour the space and have an opportunity to ask questions of the managers working in the shop. Similarly, you will hear how Phoenix College partnered with large corporations to remodel their newly opened Hannelly Student Center.

WEDNESDAY, JUNE 12, 2013

8:00 - 9:00 a.m. Continental breakfast (included in registration fee)

9:00 - 10:15 a.m. Crafting Your Plan
This session will help you jump-start the planning process. Faculty will help attendees weave the information learned during the first part of the conference into a practical plan.

10:15 - 10:30 a.m. Break



AGENDA

WEDNESDAY, JUNE 12, 2013 (CONTINUED)

10:30 a.m. - 12:15 p.m. Assessing Quality and Return on Investment

Once you have decided to implement a one-stop center, you need to develop valid measures to assess success and determine the return on investment to institutional leaders. It's likely you'll be asked to measure both quantitative and qualitative outcomes during the lifecycle of your new operation to demonstrate both fiscal and customer service outcomes. During this session, you will learn techniques for assessing progress and using key performance indicators around expenditures, staff time, facility use, and student satisfaction.

OPTIONAL POST-CONFERENCE WORKSHOP: DESIGNING A CROSS TRAINING PROGRAM FOR YOUR ONE-STOP STAFF

12:15 - 1:00 p.m. Lunch for post-conference workshop attendees (included in workshop registration fee)

1:00 - 5:00 p.m. Optional Post-Conference Workshop: Designing a Cross Training Program for your One-Stop Staff

Oftentimes, moving to a one-stop model means that staff roles and knowledge areas will diversify and expand. Supervisors will need to provide staff with the appropriate training so they have access to the breadth of information they will need to help students.

Building on the conference, this interactive workshop will help you create a cross-training plan that is tailored to your own unique shop. Our expert instructor will guide you through the training program design process step-by-step, identifying crucial considerations along the way, such as setting training goals, utilizing unique training methods, and establishing an ongoing training timetable.



INSTRUCTORS



DENNIS DAY / Vice President of Student Success and Engagement

Johnson County Community College

With more than 30 years of higher education experience and having visited more than 50 campuses in the U.S. and Europe, Dennis has developed an in-depth knowledge of divergent student service models. While at Johnson County Community College, he has worked to create service delivery systems designed to maximize the method of delivery, provide information directly to students, and use the latest technology. Throughout his time at JCCC, Dennis has provided leadership for a new student experience model, implementation of Web-based products, and construction of the new student center containing the "Success Center," a model one-stop center visited by more than 70 colleges and universities.



LARRY LESICK / Vice President for Enrollment Management

Ohio Northern University

Since beginning his career in higher education in 1982, Larry has served a variety of institutions as director of admissions, dean of admissions and financial aid, and vice president for enrollment management and strategic planning. He has written articles and made presentations on topics including strategic planning, admissions, establishing a one-stop student center, business process redesign, and customer service in higher education. He established student one-stop centers at Wilmington College (OH) and Widener University (PA). He received his masters and PhD in religion from Vanderbilt University.



RICK WEEMS / Assistant Vice President for Enrollment

Southern Oregon University

With 30+ years in higher education, Rick has served as a director of financial aid and an enrollment manager at several Pacific Northwest institutions, including Warner Pacific College, the University of Alaska Anchorage, and Southern Oregon University. Drawing upon his experiences as a seasoned administrator, he has presented on retention, financial aid, and developing student-friendly enrollment services at numerous state, regional, and national conferences. He is an expert on facility use and uses technology applications to enhance services. Rick has been successful in using one-stop thinking to improve service to students, stop student run-around, and increase student satisfaction.



HOTEL RESERVATIONS

The conference will be held at:
The Westin Phoenix Downtown
333 N Central Ave
Phoenix, AZ 85004

To reserve your room, call 1-866-961-3775. Please indicate that you are with the Academic Impressions group to receive the room rate of \$139 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 9, 10, and 11, 2013. Reservations must be made by May 17, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Offering a sense of renewal in downtown Phoenix, The Westin Phoenix Downtown is just eight miles from the Phoenix Sky Harbor International Airport (PHX) and within walking distance of the new Phoenix Convention Center, Chase Field, US Airways Center, and the Phoenix business and entertainment districts.

During your stay, plan a visit to some of the many cultural attractions you'll find close by, such as the Phoenix Museum of Art, Arizona Science Center, Children's Museum, Herberger Theater, Phoenix Symphony Hall, Arizona State University Downtown Campus, and the Heard Museum.





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Monday, breakfast and lunch on Tuesday, breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Best Value	Conference	Workshop
Conference + Post-Conference Workshop - \$1495 USD <input type="checkbox"/> __ # of attendees \$500 Corporate Surcharge	Conference only - \$1195 USD <input type="checkbox"/> __ # of attendees \$500 Corporate Surcharge	Post-Conference Workshop only - \$395 USD <input type="checkbox"/> __ # of attendees
Total _____	Total _____	Total _____

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EARLY BIRD PRICING

Postmarked on or before May 31, 2013. For registrations postmarked after May 31, 2013, an additional \$100 fee per registrant applies.

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 15, 2013. A \$100 processing fee will be assessed. After March 15, 2013 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

<http://www.academicimpressions.com/conference/improving-customer-service-one-stop-enrollment-model-june-2013>



ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast or online course and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

ADDITIONAL CONTACT INFORMATION

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card		Account Number	
Billing Address		Billing City	Billing State
Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)



FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.